

**MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY**  
**FINANCIAL STATEMENTS AND INDEPENDENT AUDITOR'S REPORT**  
**DECEMBER 31, 2025 AND 2024**



**MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY**

**TABLE OF CONTENTS**

	<u>PAGE</u>
Independent Auditor’s Report.....	3-4
<i>Financial Statements:</i>	
Statements of Financial Position.....	5
Statement of Activities – 2025.....	6
Statement of Activities – 2024.....	7
Statement of Functional Expenses – 2025.....	8
Statement of Functional Expenses – 2024.....	9
Statements of Cash Flows.....	10
Notes to the Financial Statements.....	11-17
<i>Supplementary Information:</i>	
Statement of Activities by Division – For the Year Ended December 31, 2025.....	19
Statement of Activities by Division – For the Year Ended December 31, 2024.....	20



810 Quincy Street  
P.O. Box 3140, Rapid City, South Dakota 57709  
Telephone (605) 342-5630 • e-mail: [info@ktllp.com](mailto:info@ktllp.com)

## INDEPENDENT AUDITOR'S REPORT

Board of Directors  
Mount Rushmore National Memorial Society  
Rapid City, South Dakota

### **Report on the Financial Statements**

#### ***Opinion***

We have audited the accompanying financial statements of Mount Rushmore National Memorial Society (the Society), which comprise the statements of financial position as of December 31, 2025 and 2024, and the related statements of activities, functional expenses, and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Society as of December 31, 2025 and 2024, and the results of its operations and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

#### ***Basis for Opinion***

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Society and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

#### ***Responsibilities of Management for the Financial Statements***

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Society's ability to continue as a going concern within one year after the date that the financial statements were available to be issued.

#### ***Auditor's Responsibilities for the Audit of the Financial Statements***

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and there is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as a fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements, including omissions, are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

Board of Directors  
Mount Rushmore National Memorial Society

---

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Society's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Society's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain other internal control matters that we identified during the audit.

***Report on Supplementary Information***

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The 2025 and 2024 supplementary divisional information is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.



KETEL THORSTENSON, LLP  
Certified Public Accountants

May 14, 2026

**MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY**

**STATEMENTS OF FINANCIAL POSITION  
DECEMBER 31, 2025 AND 2024**

<u>ASSETS</u>	<u>2025</u>	<u>2024</u>
Cash and Cash Equivalents	\$ 2,326,329	\$ 2,399,068
Investments	17,259,375	16,022,633
Accounts Receivable	-	5,620
Promises to Give	6,000	65,000
Inventory	337,197	239,422
Prepaid Expenses	27,500	26,427
Other	20,830	20,248
<b>Total Current Assets</b>	<b>19,977,231</b>	<b>18,778,418</b>
<b>Property and Equipment, Net</b>	<b>1,762,574</b>	<b>1,878,799</b>
<b>TOTAL ASSETS</b>	<b>\$ 21,739,805</b>	<b>\$ 20,657,217</b>
<b><u>LIABILITIES AND NET ASSETS</u></b>		
<b>Current Liabilities</b>		
Accounts Payable and Accrued Expenses	\$ 61,218	\$ 122,349
Accrued Leave	27,198	28,398
<b>Total Current Liabilities</b>	<b>88,416</b>	<b>150,747</b>
<b>Net Assets</b>		
With Donor Restrictions - Purpose - Monumental Movie	-	413,399
With Donor Restrictions - Purpose - Protect Fund	460,341	2,275
With Donor Restrictions - Purpose - Preserve Fund	-	450
With Donor Restrictions - Purpose - Promote Fund	49,586	550
With Donor Restrictions - Purpose - Bus Vouchers	-	990
With Donor Restrictions - Restricted to Mount Rushmore	23,788	-
With Donor Restrictions - Purpose - Stone Hoop Garden	68,917	76,799
<b>Total Net Assets with Donor Restrictions</b>	<b>602,632</b>	<b>494,463</b>
Without Donor Restrictions	21,048,757	20,012,007
<b>Total Net Assets</b>	<b>21,651,389</b>	<b>20,506,470</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 21,739,805</b>	<b>\$ 20,657,217</b>

The accompanying notes are an integral part of these financial statements.

**MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY**

**STATEMENT OF ACTIVITIES  
FOR THE YEAR ENDED DECEMBER 31, 2025**

	Net Assets without Donor Restrictions	Net Assets with Donor Restrictions	<b>Total</b>
<b>Support and Revenue</b>			
Net Educational and Product Sales	\$ 931,014	\$ -	\$ 931,014
Net Investment Return	2,070,724	-	2,070,724
Net Event Revenue	48,084	-	48,084
Event Center Rental	3,825	-	3,825
Contributions	80,241	883,857	964,098
Membership Sales	6,145	-	6,145
Loss on Disposal of Assets	(290)	-	(290)
Miscellaneous	998	-	998
Net Asset Released from Restrictions	775,688	(775,688)	-
<b>Total Support and Revenue</b>	<b>3,916,429</b>	<b>108,169</b>	<b>4,024,598</b>
<b>Expenses</b>			
<i>Program Expenses:</i>			
Direct Program Support for Memorial	1,149,811	-	1,149,811
Indirect Program Support for Memorial	256,653	-	256,653
Retail Program Support	694,352	-	694,352
	2,100,816	-	2,100,816
<i>Support Expenses:</i>			
Management and General	416,369	-	416,369
Retail Support	62,030	-	62,030
Fundraising	300,464	-	300,464
	778,863	-	778,863
<b>Total Expenses</b>	<b>2,879,679</b>	<b>-</b>	<b>2,879,679</b>
<b>Change in Net Assets</b>	<b>1,036,750</b>	<b>108,169</b>	<b>1,144,919</b>
Net Assets -- Beginning of Year	20,012,007	494,463	20,506,470
Net Assets -- End of Year	\$ 21,048,757	\$ 602,632	\$ 21,651,389

The accompanying notes are an integral part of this financial statement.

**MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY**

**STATEMENT OF ACTIVITIES  
FOR THE YEAR ENDED DECEMBER 31, 2024**

	Net Assets without Donor Restrictions	Net Assets with Donor Restrictions	<b>Total</b>
<b>Support and Revenue</b>			
Net Educational and Product Sales	\$ 1,520,157	\$ -	\$ 1,520,157
Net Investment Return	1,719,847	-	1,719,847
Net Event Revenue	5,356	-	5,356
Event Center Rental	11,126	-	11,126
Contributions	72,522	185,177	257,699
Membership Sales	10,324	-	10,324
Gain on Disposal of Assets	4,518	-	4,518
Miscellaneous	1,553	-	1,553
Net Asset Released from Restrictions	388,488	(388,488)	-
<b>Total Support and Revenue</b>	<b>3,733,891</b>	<b>(203,311)</b>	<b>3,530,580</b>
<b>Expenses</b>			
<i>Program Expenses:</i>			
Direct Program Support for Memorial	580,453	-	580,453
Indirect Program Support for Memorial	269,556	-	269,556
Retail Program Support	877,671	-	877,671
	1,727,680	-	1,727,680
<i>Support Expenses:</i>			
Management and General	419,869	-	419,869
Retail Support	310,355	-	310,355
Fundraising	215,599	-	215,599
	945,823	-	945,823
<b>Total Expenses</b>	<b>2,673,503</b>	<b>-</b>	<b>2,673,503</b>
<b>Change in Net Assets</b>	<b>1,060,388</b>	<b>(203,311)</b>	<b>857,077</b>
Net Assets -- Beginning of Year	18,951,619	697,774	19,649,393
Net Assets -- End of Year	\$ 20,012,007	\$ 494,463	\$ 20,506,470

The accompanying notes are an integral part of this financial statement.

**MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY**

**STATEMENT OF FUNCTIONAL EXPENSES  
FOR THE YEAR ENDED DECEMBER 31, 2025**

	<b>Program</b>		<b>Supporting Services</b>			<b>Total</b>
	<b>Memorial</b>	<b>Retail</b>	<b>Management and General</b>	<b>Retail Support</b>	<b>Fund Raising</b>	<b>2025</b>
<b>Expenses</b>						
Aid to the Park	\$ 1,149,811	\$ -	\$ -	\$ -	\$ -	<b>\$1,149,811</b>
Payroll and Related Benefits	140,298	472,877	261,664	23,415	157,922	<b>1,056,176</b>
Cost of Sales	-	602,884	-	18,709	-	<b>621,593</b>
Professional Fees	-	-	28,589	-	146,676	<b>175,265</b>
Depreciation	21,772	59,384	30,712	8,811	2,201	<b>122,880</b>
Technology and Equipment	7,312	29,363	10,651	8,448	27,767	<b>83,541</b>
Advertising	18,592	757	10,460	1,108	16,602	<b>47,519</b>
Retail Processing Supplies	-	44,154	-	2,834	-	<b>46,988</b>
Charges and Fees	-	39,307	4,188	628	1,733	<b>45,856</b>
Insurance	9,885	7,136	13,944	7,671	999	<b>39,635</b>
Office	3,367	10,212	11,805	1,926	9,325	<b>36,635</b>
Travel	15,436	3,591	-	-	11,475	<b>30,502</b>
Other	10,846	-	4,630	-	10,000	<b>25,476</b>
Licenses and Taxes	5,486	4,741	11,796	2,023	555	<b>24,601</b>
Meals and Mileage	1,774	4,169	2,125	424	15,213	<b>23,705</b>
Occupancy	4,973	5,181	10,933	1,900	503	<b>23,490</b>
Repairs and Maintenance	5,212	6,406	7,353	1,922	527	<b>21,420</b>
Dues and Subscriptions	5,658	3,387	4,005	-	690	<b>13,740</b>
Telephone	2,438	3,687	3,439	920	247	<b>10,731</b>
Conferences and Meetings	3,604	-	75	-	3,911	<b>7,590</b>
<b>Total Expenses</b>	<b>1,406,464</b>	<b>1,297,236</b>	<b>416,369</b>	<b>80,739</b>	<b>406,346</b>	<b>3,607,154</b>
Less expenses included with revenues on the Statement of Activities	-	(602,884)	-	(18,709)	(105,882)	<b>(727,475)</b>
<b>Total expenses included in expense section on the Statement of Activities</b>	<b>\$ 1,406,464</b>	<b>\$ 694,352</b>	<b>\$ 416,369</b>	<b>\$ 62,030</b>	<b>\$ 300,464</b>	<b>\$ 2,879,679</b>

The accompanying notes are an integral part of this financial statement.

**MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY**

**STATEMENT OF FUNCTIONAL EXPENSES  
FOR THE YEAR ENDED DECEMBER 31, 2024**

	<b>Program</b>		<b>Supporting Services</b>			<b>Total</b>
	<b>Memorial</b>	<b>Retail</b>	<b>Management and General</b>	<b>Retail Support</b>	<b>Fund Raising</b>	<b>2024</b>
<b>Expenses</b>						
Aid to the Park	\$ 580,453	\$ -	\$ -	\$ -	\$ -	\$ 580,453
Payroll and Related Benefits	112,103	574,610	287,960	151,503	151,507	1,277,683
Cost of Sales	-	819,986	-	269,904	-	1,089,890
Professional Fees	-	-	30,157	-	94,535	124,692
Depreciation	29,427	66,609	28,613	15,743	2,319	142,711
Technology and Equipment	9,538	32,137	9,610	15,286	25,244	91,815
Advertising	18,726	2,233	3,997	1,864	12,909	39,729
Retail Processing Supplies	-	30,991	-	5,906	-	36,897
Charges and Fees	-	50,041	1,752	14,529	1,216	67,538
Insurance	10,658	5,614	10,363	7,547	840	35,022
Office	4,142	8,385	12,513	3,420	10,239	38,699
Travel	29,005	6,124	-	428	13,083	48,640
Other	10,760	196	5,814	272	2,916	19,958
Licenses and Taxes	6,499	4,759	1,874	1,876	512	15,520
Meals and Mileage	1,811	6,629	3,025	3,137	20,943	35,545
Occupancy	6,169	7,753	9,430	5,357	486	29,195
Repairs and Maintenance	8,843	15,334	8,598	2,536	697	36,008
Dues and Subscriptions	6,092	1,647	3,154	-	721	11,614
Telephone	2,930	4,294	2,849	2,307	231	12,611
Conferences and Meetings	12,853	1,925	160	-	-	14,938
Rent Airport	-	58,390	-	78,644	-	137,034
<b>Total Expenses</b>	<b>850,009</b>	<b>1,697,657</b>	<b>419,869</b>	<b>580,259</b>	<b>338,398</b>	<b>3,886,192</b>
Less expenses included with revenues on the Statement of Activities	-	(819,986)	-	(269,904)	(122,799)	(1,212,689)
<b>Total expenses included in expense section on the Statement of Activities</b>	<b>\$ 850,009</b>	<b>\$ 877,671</b>	<b>\$ 419,869</b>	<b>\$ 310,355</b>	<b>\$ 215,599</b>	<b>\$2,673,503</b>

The accompanying notes are an integral part of this financial statement.

**MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY**

**STATEMENTS OF CASH FLOWS  
FOR THE YEARS ENDED DECEMBER 31, 2025 AND 2024**

	<b>2025</b>	<b>2024</b>
<b>Cash Flows from Operating Activities</b>		
Change in Net Assets	\$ 1,144,919	\$ 857,077
<i>Adjustments to Reconcile Change in Net Assets to Net Cash Flows Used in Operating Activities:</i>		
Depreciation	122,880	142,711
Loss (Gain) on Disposal of Assets	290	(4,518)
Net Realized and Unrealized Gain on Investments	(1,677,719)	(1,335,833)
<i>Working Capital Changes Increasing (Decreasing) Cash:</i>		
Accounts Receivable	5,620	(5,461)
Promises to Give	59,000	(37,000)
Inventory	(97,775)	47,296
Prepaid Expenses and Other	(1,655)	39,880
Accounts Payable and Accrued Expenses	(62,331)	11,910
<b>Net Cash Flows Used in Operating Activities</b>	<b>(506,771)</b>	<b>(283,938)</b>
<b>Cash Flows from Investing Activities</b>		
Purchase of Property and Equipment	(6,945)	(92,026)
Proceeds from Disposal of Equipment	-	9,500
Purchase of Investments	(2,219,334)	(5,180,385)
Proceeds from Sale of Investments	2,660,311	5,368,446
<b>Net Cash Flows Provided by Investing Activities</b>	<b>434,032</b>	<b>105,535</b>
<b>Change in Cash and Cash Equivalents</b>	<b>(72,739)</b>	<b>(178,403)</b>
Cash and Cash Equivalents -- Beginning of Year	2,399,068	2,577,471
<b>Cash and Cash Equivalents -- End of Year</b>	<b>\$ 2,326,329</b>	<b>\$ 2,399,068</b>

The accompanying notes are an integral part of these financial statements.

## **MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY**

### **NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2025 AND 2024**

#### **(1) Nature of Operations and Summary of Significant Accounting Policies**

##### **Operations**

Mount Rushmore National Memorial Society (the Society) is a nonprofit organization incorporated in the District of Columbia, for the purpose of supporting America's national and state parks, monuments, memorials, and other lands. The Society's main focus has been to cooperate with the National Park Service (NPS) in operating and maintaining the Mount Rushmore National Memorial (the Memorial) in the best interest of the public. The Society raises funds to finance improvements and programs at the Memorial. Furthermore, the Society promotes the historical, cultural, scientific, and educational activities of the Memorial and the NPS.

The Society, under the division of the Mount Rushmore Bookstores (the Bookstores), also sells program related products at the Memorial and Rapid City Regional Airport (Airport), the activities of which are included in the accompanying financial statements.

The Society also operates a 100 percent-owned subsidiary, known as Mount Rushmore Institute (the Institute) to provide forums, interpret and measure the value of democracy, and to advance the cause of freedom to the world. The Institute had no activity for the year ended December 31, 2025 or 2024.

##### **Basis of Accounting and Financial Statement Presentation**

The financial statements are prepared on the accrual basis of accounting in accordance with U.S. generally accepted accounting principles (US GAAP), which required the Society to report information regarding its financial position and activities according to the following net asset classifications:

*Net Assets with Donor Restrictions* – Net assets subject to donor-imposed restrictions. Some donor-imposed restrictions are temporary in nature such as those that will be met by the passage of time or other events specified by the donor. Other donor-imposed restrictions are perpetual in nature, where the donor stipulates that resources be maintained in perpetuity. No such net assets exist at December 31, 2025 or 2024. Donor-imposed restrictions are released when a restriction expires, that is when the stipulated time has elapsed, when the stipulated purpose for which the resource was restricted has been fulfilled, or both and are reported as reclassifications between the applicable classes of net assets. If the Society receives assets with donor-imposed restrictions and the restriction expires within the same year, the activity is recorded all within Net Assets without Donor Restrictions as the restrictions have expired.

*Net Assets without Donor Restrictions* – Net assets not subject to donor-imposed restrictions may be expended for any purpose in performing the primary objectives of the Society. Although they may in the future, the Board of Directors has not designated any net assets without donor restrictions for specific purposes.

##### **Use of Estimates**

The preparation of financial statements in accordance with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the amounts and disclosures reported in the financial statements. Actual results could differ from those estimates.

##### **Cash and Cash Equivalents**

For purposes of the financial statements, the Society considers all highly liquid financial instruments with original maturities of three months or less to be cash equivalents.

## **MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY**

### **NOTES TO FINANCIAL STATEMENTS**

**DECEMBER 31, 2025 AND 2024**

#### **(1) Nature of Operations and Summary of Significant Accounting Policies**

##### **Concentrations of Credit Risk**

Financial instruments that potentially subject the Society to concentrations of credit risk consist principally of cash and cash equivalents and investments. The Society maintains cash and cash equivalents balances in various bank accounts that often exceed federally insured limits or include uninsured investments. To date, the Society has not experienced any losses in any of these accounts and feels the risk of exposure to loss is minimal.

##### **Investments**

The Society records its investment purchases at cost, or if donated, at fair value on the date of donation. Thereafter, investments are reported at fair value in the statements of financial position, and changes in fair value are reported as net investment return in the statements of activities. Net investment return consists of realized and unrealized gains and losses, interest and dividend income, and external and direct internal investment expenses. Realized gains and losses are determined on a specific identity basis. Net investment return is recorded as net assets without donor restrictions unless such amounts are restricted by the donor or by law.

In general, investments are exposed to various risks, such as interest rate, credit, and overall market volatility risk. Due to the level of risk associated with certain investments, it is reasonably possible that changes in the values of the investments will occur in the near term and that such changes could materially affect the investment and the amounts reported.

Investments are managed by professional investment managers whose performance is monitored by management and the Society's investment committee of the Board of Directors. Although the fair value of investments is subject to fluctuation on a year-to-year basis, management and the investment committee believe the investment policies and guidelines are prudent for the long-term welfare of the Society.

Fair value is the price that would be received to sell an asset or paid to transfer a liability (an exit price) in the principal, or most advantageous, market for the asset in an orderly transaction between market participants on the measurement date. Fair value should be based on the assumptions market participants would use when pricing an asset. US GAAP establishes a fair value hierarchy that prioritizes investments based on those assumptions. The fair value hierarchy gives the highest priority to quoted prices in active markets (observable inputs) and the lowest priority to an entity's assumptions (unobservable inputs). The Society groups investments at fair value in three levels, based on the markets in which the investments are traded and the reliability of the assumptions used to determine fair value.

The three-level hierarchy categorizes the inputs as follows:

- Level One: Observable inputs such as quoted market prices for identical assets or liabilities in active markets that we can access at the measurement date.
- Level Two: Inputs other than quoted prices included within Level One that are observable for the asset or liability, either directly or indirectly. These include quoted prices for similar assets or liabilities in active markets, quoted prices for identical or similar assets or liabilities in markets that are not active, inputs other than quoted prices that are observable for the asset or liability, and market-corroborated inputs.
- Level Three: Inputs are based on prices or valuation techniques that are non-observable. The types of assets and liabilities included in Level Three require significant management judgment or estimation.

Certain fixed income funds, corporate bonds and alternative funds are valued at either the yields currently available on comparable securities of issuers with similar credit ratings or valued under a discounted cash flow approach that maximizes observable inputs such as current yields of similar instruments but includes adjustments for certain risks that may not be observable such as credit and liquidity risks. Certain money market funds are valued based on the funds deposited and net investment earnings, less withdrawals and fees. Certificates of deposits are valued at cost, which approximates daily fair market value.

## **MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY**

### **NOTES TO FINANCIAL STATEMENTS**

**DECEMBER 31, 2025 AND 2024**

#### **(1) Nature of Operations and Summary of Significant Accounting Policies**

The valuation methodologies used by the Society may produce a fair value calculation that may not be indicative of net realizable value or reflective of future fair values. Furthermore, although the Society's management believes its valuation methods are appropriate and consistent with other market participants, the use of different methodologies or assumptions to determine the fair value of certain financial instruments could result in a different fair value measurement at the reporting date.

#### **Contributions, Grants, and Promises to Give**

Contributions, grants, and unconditional promises to give are recognized as assets and revenue in the period when the contribution is received, or notification is made of a promise to give at their fair value. Amounts are distinguished between those that increase net assets with and without donor restrictions. Management estimates an allowance for uncollectible promises to give based on potential collection issues and previous history with donors. Promises to give are written off when deemed uncollectable. For the years ended December 31, 2025 and 2024, no allowance has been estimated based on an analysis of promises to give.

Conditional promises to give, that is, those with a measurable performance or other barrier, and a right of return, are not recognized until the conditions on which they depend have been substantially met. Conditional gifts received prior to the satisfaction of conditions are recorded as refundable advances.

As of December 31, 2025 there are no conditional promises or contributions.

Contributed goods and services are recorded at fair value at the date of donation. No significant contributions of such goods or services were received during the years ended December 31, 2025 and 2024, respectively. Volunteers contribute their time to the Society's activities; however, the financial statements do not reflect the value of these contributed services because they do not meet the recognition criteria prescribed by US GAAP.

#### **Inventory**

Inventory consists primarily of educational and historical products held for resale and is stated at the lower of cost or net realizable value, using the average cost method.

#### **Property and Equipment**

The Society's policy is to capitalize property and equipment acquired for greater than \$2,500 and expense normal repairs and maintenance as incurred. The Society's management periodically evaluates whether events or circumstances have occurred indicating that the carrying amount of long-lived assets may not be recovered.

The Society operates and manages retail operations at the Memorial but does not own or lease the property utilized, which is part of the Memorial.

Depreciation is calculated using the straight-line method over the lesser of the estimated useful lives of the assets ranging from 3 to 40 years, or in the case of leasehold improvements, the lesser of the useful life of the asset or the lease term.

## **MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY**

### **NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2025 AND 2024**

#### **(1) Nature of Operations and Summary of Significant Accounting Policies**

##### **Revenue Recognition**

The Society recognizes special event revenue at the time of admission for the event. The Society records special events revenue equal to the fair value of direct benefits to donors when the event takes place. Revenue received in excess of the fair value is recorded as contribution revenue.

The Society recognizes revenue from merchandise sales and tour rentals, included in net educational and product sales, and membership sales at the time of purchase. Membership sales are not material to recognize over the term of the membership.

##### **Functional Allocation of Expenses**

The costs of Memorial and Society programs have been summarized on a functional basis in the statements of activities. Direct program support for Memorial expenses consists of payments made directly to the NPS and various independent contractors to perform work on and provide materials, expertise, talent, and program support for various Memorial related projects. NPS guidance allows for philanthropic partners to donate funds directly to the Memorial or maintain the funds in an account and spend at the park management's request. This process typically takes place through NPS Partner Annual Work Plans and Aid to Park requests.

The statements of functional expenses present the natural classification detail of expenses by function. Costs are directly charged to the functions they benefit. Certain categories of expenses that are attributable to more than one program or supporting function require allocation on a consistently applied reasonable basis. Such allocations are determined by management on an equitable basis. Payroll and related expenses are allocated on estimates of time and effort based on time studies. Facility related expenses are allocated to each function based on square footage utilized by the function. Retail sales related expenses are allocated to each function based on the percentage of mission related business taxable income at each location. The unrelated or non-mission business income is presented as Retail Support supporting services as these activities are actively raising funds for NPS.

##### **Federal Income Taxes**

The Society has been recognized as exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code (the Code), though it is subject to tax on income unrelated to its exempt purpose, unless that income is otherwise excluded by the Code. In addition, the Society has been determined by the Internal Revenue Service not to be a private foundation under Section 509(a)(2) of the Internal Revenue Code. Each entity is annually required to file a Return of Organization Exempt from Income Tax (Form 990) with the IRS. The Society also files an Exempt Organization Business Income Tax Return (Form 990-T) with the IRS to report its unrelated business taxable income.

##### **Subsequent Events**

Subsequent events have been evaluated through May 14, 2026, the date which the financial statements were available to be issued.

**MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY**

**NOTES TO FINANCIAL STATEMENTS  
DECEMBER 31, 2025 AND 2024**

**(2) Investments**

The following tables present the assets carried at fair value as of December 31, 2025 and 2024, on the accompanying statements of financial position by fair value hierarchy, as described above. All are measured on a recurring basis. The Society carried no other assets or liabilities measured at fair value on a recurring or non-recurring basis.

<b>For the Year Ended December 31, 2025</b>	<b>Level One</b>	<b>Level Two</b>	<b>Level Three</b>	<b>Total</b>
<b>Money Market Funds included in</b>				
<b>Cash and Cash Equivalents</b>	<b>\$ 1,741,461</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 1,741,461</b>
<b>Investments:</b>				
<b>Publicly Traded Common Stock</b>	<b>\$ 10,903,341</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 10,903,341</b>
<b>Corporate Bonds</b>	<b>-</b>	<b>2,251,111</b>	<b>-</b>	<b>2,251,111</b>
<b>Mutual Funds:</b>				
<b>Fixed Income Funds</b>	<b>1,228,848</b>	<b>1,083,052</b>	<b>-</b>	<b>2,311,900</b>
<b>Equity Funds</b>	<b>1,048,151</b>	<b>-</b>	<b>-</b>	<b>1,048,151</b>
<b>Alternative Funds</b>	<b>-</b>	<b>744,873</b>	<b>-</b>	<b>744,873</b>
<b>Total Investments Held at Fair Value</b>	<b>13,180,340</b>	<b>4,079,036</b>	<b>-</b>	<b>17,259,376</b>
<b>Certificates of Deposits Held at Cost included in Cash and Cash Equivalents</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>525,434</b>
<b>Total Investments</b>	<b>\$ 13,180,340</b>	<b>\$ 4,079,036</b>	<b>\$ -</b>	<b>\$ 17,784,810</b>

<b>For the Year Ended December 31, 2024</b>	<b>Level One</b>	<b>Level Two</b>	<b>Level Three</b>	<b>Total</b>
<b>Money Market Funds included in</b>				
<b>Cash and Cash Equivalents</b>	<b>\$ 1,724,933</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 1,724,933</b>
<b>Investments:</b>				
<b>Publicly Traded Common Stock</b>	<b>\$ 11,124,082</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 11,124,082</b>
<b>Corporate Bonds</b>	<b>-</b>	<b>2,568,699</b>	<b>-</b>	<b>2,568,699</b>
<b>Mutual Funds:</b>				
<b>Fixed Income Funds</b>	<b>211,707</b>	<b>1,267,721</b>	<b>-</b>	<b>1,479,428</b>
<b>Equity Funds</b>	<b>848,055</b>	<b>-</b>	<b>-</b>	<b>848,055</b>
<b>Real Estate Investment Funds</b>	<b>2,369</b>	<b>-</b>	<b>-</b>	<b>2,369</b>
<b>Total Investments</b>	<b>12,186,213</b>	<b>3,836,420</b>	<b>-</b>	<b>16,022,633</b>
<b>Certificates of Deposits Held at Cost included in Cash and Cash Equivalents</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>504,932</b>
<b>Total Investments</b>	<b>\$ 12,186,213</b>	<b>\$ 3,836,420</b>	<b>\$ -</b>	<b>\$ 16,527,565</b>

**MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY**

**NOTES TO FINANCIAL STATEMENTS  
DECEMBER 31, 2025 AND 2024**

**(3) Capital Campaign and Promises to Give**

In 2017, the Society began a capital campaign to fund the Monumental Movie project. This campaign was completed in 2025. Promises to give are required to be recorded at present value, which is the current value of cash to be received in the future, discounted at a market rate of interest.

**(4) Property and Equipment**

Property and equipment consists of the following at December 31:

	<b>2025</b>	<b>2024</b>
Office Equipment	\$ <b>856,908</b>	\$ 877,469
Building	<b>1,357,951</b>	1,357,951
Motion Picture	<b>95,314</b>	95,314
Vehicles	<b>91,727</b>	91,727
	<b>2,401,900</b>	2,422,461
Accumulated Depreciation	<b>980,448</b>	884,784
	<b>1,421,452</b>	1,537,677
Land	<b>341,122</b>	341,122
<b>Property and Equipment, Net</b>	<b>\$ 1,762,574</b>	<b>\$ 1,878,799</b>

**(5) Line of Credit**

The Society opened a line of credit on April 20, 2021 for \$500,000 for operation purposes. It is collateralized against investment balances. The line of credit matured on April 15, 2026 and was renewed with a new maturity date of April 15, 2031. As of December 31, 2025 the interest rate is 6.35 percent and the balance is \$-0-. As of December 31, 2024 the interest rate was 6.85 percent and the balance was \$-0-.

**(6) Commitments**

The Society's Board of Directors agreed to contribute \$100,000 for an environmental impact study of the Mickelson Connector Trail. This contribution is contingent upon additional studies to be performed by various governmental agencies. Accordingly, the contingent contribution has not been recorded in the accompanying financial statements at December 31, 2025 and 2024, respectively.

**(7) Educational and Product Sales**

Gross educational and product sales and related cost of sales are as follows for the years ended December 31:

	<b>2025</b>	<b>2024</b>
Gross Educational and Product Sales	\$ <b>1,534,560</b>	\$ 2,572,181
Cost of Sales	<b>(621,593)</b>	(1,089,890)
	<b>912,967</b>	1,482,291
Self-Guided Tour Rental Revenue	<b>18,047</b>	37,866
<b>Net Educational and Product Sales</b>	<b>\$ 931,014</b>	<b>\$ 1,520,157</b>

**MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY**

**NOTES TO FINANCIAL STATEMENTS**

**DECEMBER 31, 2025 AND 2024**

**(8) Retirement Plan**

The Society offers a SIMPLE IRA retirement plan covering all eligible full-time employees. The Society matches up to 3 percent of employee contributions. The Society's contributions to the plan were \$14,403 and \$13,490 for the years ended December 31, 2025 and 2024, respectively, included in payroll and related benefits on the statements of functional expenses.

**(9) Liquidity and Availability of Financial Assets**

The Society's working capital and cash flows have seasonal variations during the year attributable to the tourism industry. To manage liquidity during slower sales months, the Society uses investment returns. The following reflects the Society's financial assets as of the statement of financial position date, reduced by amounts not available for general use within one year of the balance sheet date because of donor-imposed restrictions.

	<u>2025</u>	<u>2024</u>
Cash and Cash Equivalents	\$ 2,326,329	\$ 2,399,068
Accounts Receivable	-	5,620
Promises to Give	6,000	65,000
Investments	17,259,375	16,022,633
Total Financial Assets	19,591,704	18,492,321
Donor-imposed Restrictions:		
Cash restricted by donors to specific uses	(602,632)	(494,463)
Financial assets available to meet cash needs for expenditures within one year	\$ 18,989,072	\$ 17,997,858

SUPPLEMENTARY INFORMATION

**MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY**

**STATEMENT OF ACTIVITIES BY DIVISION  
FOR THE YEAR ENDED DECEMBER 31, 2025**

	Society	Bookstores	Main Street	Airport	Total
<b>Support and Revenue</b>					
Net Educational and Product Sales	\$ -	\$ 903,658	\$ 27,356	\$ -	\$ 931,014
Net Investment Return	2,070,724	-	-	-	2,070,724
Net Events Revenue	48,084	-	-	-	48,084
Event Center Rental	3,825	-	-	-	3,825
Contributions	913,666	50,023	209	200	964,098
Membership Sales	1,160	4,985	-	-	6,145
Gain/(Loss) on Disposal of Assets	-	(290)	-	-	(290)
Miscellaneous	649	188	33	128	998
<b>Total Support and Revenue</b>	<b>3,038,108</b>	<b>958,564</b>	<b>27,598</b>	<b>328</b>	<b>4,024,598</b>
<b>Expenses</b>					
<i>Program Expenses:</i>					
Direct Program Support for Memorial	1,149,811	-	-	-	1,149,811
Indirect Program Support for Memorial	256,653	-	-	-	256,653
Retail Program Support	-	683,932	10,398	22	694,352
	1,406,464	683,932	10,398	22	2,100,816
<i>Support Expenses:</i>					
Management and General	310,054	94,443	7,067	4,805	416,369
Retail Support	33,235	5,344	19,027	4,424	62,030
Fundraising	245,830	51,087	3,531	16	300,464
	589,119	150,874	29,625	9,245	778,863
<b>Total Expenses</b>	<b>1,995,583</b>	<b>834,806</b>	<b>40,023</b>	<b>9,267</b>	<b>2,879,679</b>
<b>Change in Net Assets</b>	<b>1,042,525</b>	<b>123,758</b>	<b>(12,425)</b>	<b>(8,939)</b>	<b>1,144,919</b>
Net Assets -- Beginning of Year	19,211,575	889,867	(125,092)	530,120	20,506,470
<b>Net Assets -- End of Year</b>	<b>\$ 20,254,100</b>	<b>\$ 1,013,625</b>	<b>\$ (137,517)</b>	<b>\$ 521,181</b>	<b>\$21,651,389</b>

**MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY**

**STATEMENT OF ACTIVITIES BY DIVISION  
FOR THE YEAR ENDED DECEMBER 31, 2024**

	Society	Bookstores	Main Street	Airport	Total
<b>Support and Revenue</b>					
Net Educational and Product Sales	\$ -	\$ 917,352	\$ 27,310	\$ 575,495	\$ 1,520,157
Net Investment Return	1,719,847	-	-	-	1,719,847
Net Events Revenue	5,356	-	-	-	5,356
Event Center Rental	11,126	-	-	-	11,126
Contributions	201,606	55,683	157	253	257,699
Membership Sales	2,400	7,924	-	-	10,324
Gain/(Loss) on Disposal of Assets	9,172	-	-	(4,654)	4,518
Miscellaneous	272	540	61	680	1,553
<b>Total Support and Revenue</b>	<b>1,949,779</b>	<b>981,499</b>	<b>27,528</b>	<b>571,774</b>	<b>3,530,580</b>
<b>Expenses</b>					
<i>Program Expenses:</i>					
Direct Program Support for Memorial	580,453	-	-	-	580,453
Indirect Program Support for Memorial	269,556	-	-	-	269,556
Retail Program Support	-	694,441	11,368	171,862	877,671
	850,009	694,441	11,368	171,862	1,727,680
<i>Support Expenses:</i>					
Management and General	307,278	66,360	8,371	37,860	419,869
Retail Support	60,073	11,197	27,804	211,281	310,355
Fundraising	164,157	30,168	3,731	17,543	215,599
	531,508	107,725	39,906	266,684	945,823
<b>Total Expenses</b>	<b>1,381,517</b>	<b>802,166</b>	<b>51,274</b>	<b>438,546</b>	<b>2,673,503</b>
<b>Change in Net Assets</b>	<b>568,262</b>	<b>179,333</b>	<b>(23,746)</b>	<b>133,228</b>	<b>857,077</b>
Net Assets -- Beginning of Year	18,643,313	710,534	(101,346)	396,892	19,649,393
<b>Net Assets -- End of Year</b>	<b>\$ 19,211,575</b>	<b>\$ 889,867</b>	<b>\$ (125,092)</b>	<b>\$ 530,120</b>	<b>\$20,506,470</b>